



Request for City Council Committee Action from the Department of Communications

Date: May 1, 2012

To: The Honorable Betsy Hodges, Chair Ways and Means/Budget Committee

Subject: **Accept donation of broadcast time for public service announcements**

Recommendation: The City Council approve a resolution accepting donated broadcast airtime from Comcast Cable for public service announcements.

Previous Directives:

Department Information

Prepared by: Bridgette Bornstein, Communications Dept., 673-3763

Approved by: 
Sara Dietrich
Director of Communications

Presenters in Committee: Bridgette Bornstein

Financial Impact

- No financial impact

Supporting Information

Comcast Cable provides organizations and agencies the opportunity to air public service announcements on cable television free of charge. The free broadcast time is made available when Comcast has unsold advertising timeslots.

The City of Minneapolis has utilized this free airtime to promote Snow Emergency information and several other City initiatives, including Minneapolis One Read and We Want You Back (getting drop outs to come back to school).

The donated airtime varies month-to-month because the unsold slots vary, so the total cannot be tallied until after the public service announcements have aired. Comcast has expressed an interest in continuing to offer donated time slots to the City of Minneapolis for public service announcements in the foreseeable future. As this opportunity for donated airtime continues, the total number of slots provided to the City will be reported on a quarterly basis to the City Council.